

# Initiative of establishing and expectation of a new RSO – Orienteering Illini

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*"Our initiative is simple. Let's more people know about orienteering!"*

Motivation of joining a registered student organization?  
Problems encountered in this new RSO?  
Important factor for organizing an RSO activity?  
Ultimate purpose of establishing Orienteering Illini?

With your map & compass,  
racing against clocks!

## Importance of our research

Innovation is very important in human society. At the University of Illinois, there are over one thousand Registered Student Organizations (RSO) and they all have different objectives and goals. One may say that the RSO market in UIUC is already saturated. However, there are still new RSOs coming out every year. What are the initiative of the organizers to establish the RSO? In this research, we find a recently established RSO – Orienteering Illini. Establishing a new RSO is definitely not easy. It could be even harder as **they are the first university orienteering club in Illinois**. What kind of difficulties are they facing?

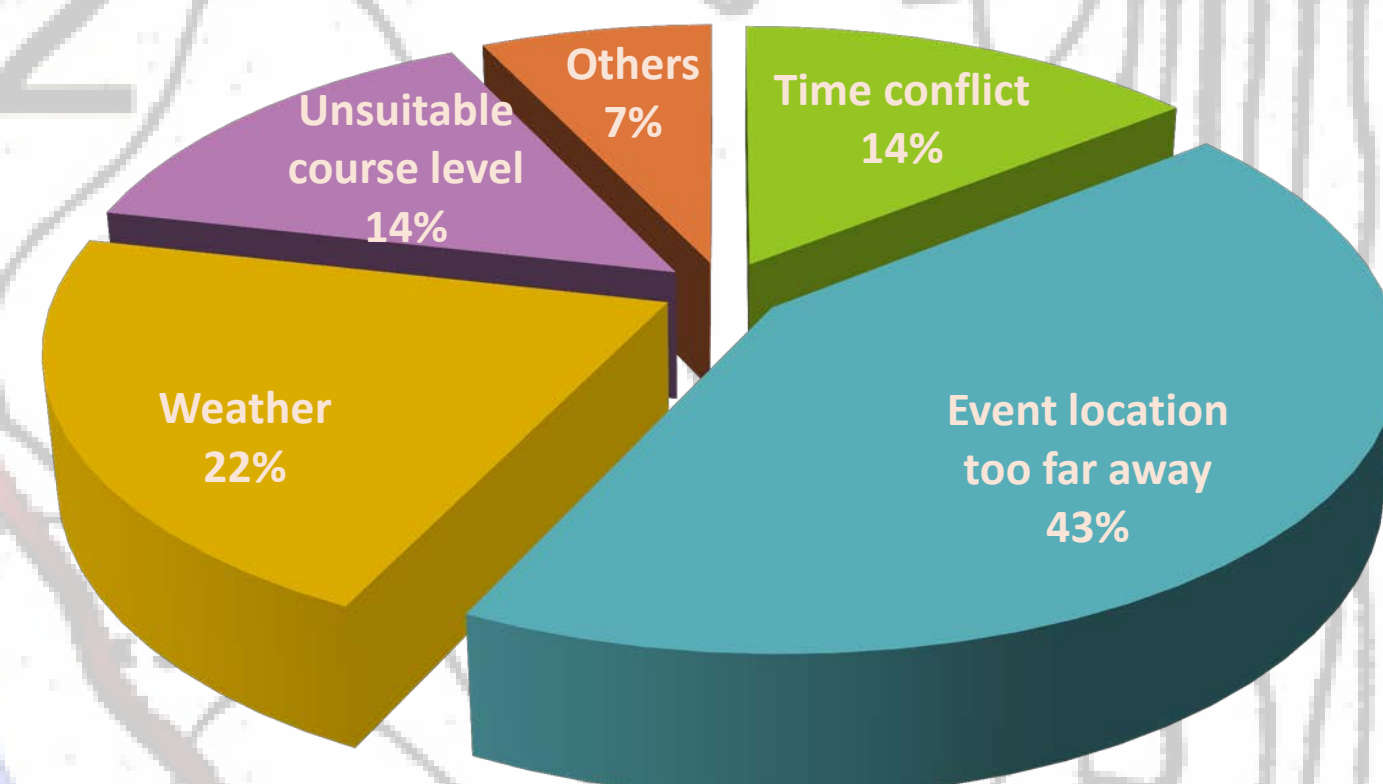
## Current Condition

Club organizers tried hard to promote the sport. However, it doesn't seem effective enough.

For the current club members, over 80% claimed that they had orienteering experience before joining the club. Put another way, **only 20% of people are attracted to try the sport because of the promotional activities**. We can see that the majority of people joining the club did so because they enjoy the sport rather than because of the promotion.

For certain, gathering people with the same interest is one of the goals of the clubs. But more important would be recruiting new members. And **the insufficient promotion now can be a big problem**.

The number of members can be meaningless if they are not active in joining the activities. The reasons why people decline joining the activities are shown below.



## Main problems encountered now

1. Recruiting new members
2. Activate current members
3. Insurance & Funding

## Messages from organizers

Our final goal of establishing this club is to promote the sport. From the past experience, most members prefer not to join us **because we have to spend several hours on travelling for each activity**. If we can hold our own orienteering event around Champaign, we believe it is much easier to attract people to try the sport.

Furthermore, the numbers of people in our club are still not many. **It makes it harder to apply for funding from the university** as they would usually prefer big public events.

Now the biggest difficulty **why we can't hold our own event is the insurance problem**. The university doesn't have the policy of providing insurance to the events held by clubs. If you are a member of the basketball club and you get hurt in the match, you won't criticize the people holding the match. But if you join our orienteering event and you get hurt, you will point your finger to us. The different nature of the sports make the difference. Without insurance supplied, we can't hold our own events.

## Suggestions

The main difficulty of running the club is **because of the special nature of the sport**. You can't do orienteering as you practice basketball. Courses have to be set by others.

There are also some other clubs in UIUC like climbing club and outdoor adventure club that hold activities far away from Champaign. If you can **hold combined events** with them, for example offering climbing practice in the morning and an orienteering event in the nearby area in the afternoon, it could be a good way to get more people knowing about orienteering.

With more people knowing the sport, the diversity of the club can be improved. For beginners, they may not have any experience with orienteering, even in reading the orienteering map. If the club can give some small lectures about the basic knowledge and skills at the end of each general meeting, it could be a great help for them.



ILLINOIS